

BRAD LITTLE
GOVERNOR

Wendi Secrist
Executive Director



Deni Hoehne
Chair
B. J. Swanson
Vice Chair

WORKFORCE DEVELOPMENT COUNCIL

317 West Main Street, Boise, Idaho 83735-0510

Meeting Minutes

Date: Thursday October 8, 2020
Time: 9:00 a.m. – 1:15 p.m. (Mountain Time)
Location: Zoom

Council Member Attendees: Deni Hoehne, BJ Swanson, Anna Almerico (proxy for Marie Hattaway), Shelli Bardsley, Elli Brown, Donna Butler, Linda Clark, Brian Cox, Jane Donnellan, Oscar Evans, Audrey Fletcher, Jeff Greene, Sarah Griffin, ~~Dave Hannah~~, Angela Hemingway, Tom Kealey, Kelly Kolb, Kate Lenz, Clay Long, Joe Maloney, Jeff McCray, Jan Nielsen, Jani Revier, ~~Tom Schultz~~, ~~John Smith~~, Michelle Stennett, Scott Syme, Matt Van Vleet, Marilyn Whitney, ~~Steve Widmyer~~, ~~Lori Wolff~~, John Young

Guests: Bobbi-Jo Meuleman, Jason Hudson, Vicki Isakson, John Bernasconi, Jake Reynolds, Sin Ming Loo, Christina Linder, Peter Risse

*Workforce Development Council is hereafter referred to as WDC

Call to order at 9:00 AM

Roll Call – Quorum Met

Introductions

Mr. Clark introduced Ms. Hoehne as the new chair of the Council.

Mr. McCray has been appointed as the Chairman of the Idaho State Tax Commission. This will be his last meeting with the WDC.

Jeffrey Bacon has joined the WDC staff as the Federal Program Manager for the USDOL Youth Apprenticeship Grant.

***Review/Approve Agenda**

Mr. McCray requests unanimous consent to approve the agenda as presented. There are no objections.

***Approve Minutes from July 15, 2020 Meeting**

Mr. McCray requests unanimous consent to approve the July 15, 2020 meeting minutes as written. There are no objections.

Chair's Report

The WDC is going to start seeing a return on the investments made to date. The Council has spent a lot of time learning and getting to know our constituent's interests. Chair Hoehne is hoping to find more time for the Council members to engage with each other. In the coming years we would like Council members to be more vocal advocates and publicists of all workforce development resources.

Age of Agility

Age of Agility was great. It was professional and impactful. The WDC staff did a wonderful job putting together the conference. 761 people attended the conference virtually. One of the big advantages of conducting the event remotely is the ability for more people to participate statewide. There were people from across the United States in attendance. The video to launch the youth apprenticeship initiative should be live later today. The link will be sent to the Council.

Committee Changes

Mr. Kolb and Ms. Brown have been appointed to the Executive Committee. Mr. Kolb will be taking over Chair Hoehne's position as the chair of the Grant Review Committee.

Committee Reports

Chair Hoehne pointed the Council members to the committee reports for an update on the work being done over the past few months. Please see attached reports.

Executive Director's Report

Budget Update

WORKFORCE DEVELOPMENT COUNCIL OPERATING BUDGET - August 31, 2020										
STATE EXPENDITURE CATEGORY	WDTF Budget	Total WDTF YTD Spent	Total Ending WDTF	WIOA Budget	Total WIOA YTD Spent	Total Ending WIOA	TOTAL BEGINNING BUDGET	TOTAL YTD Spent	TOTAL YTD Spent %	TOTAL ENDING BALANCE
Salary & Benefits	\$395,300	\$57,687	\$337,613	\$96,700	\$15,037	\$81,663	\$492,000	\$72,724	15%	\$419,276
PERSONNEL	\$395,300	\$57,687	\$337,613	\$96,700	\$15,037	\$81,663	\$492,000	\$72,724	15%	\$419,276
Administrative Services & Supplies	\$6,000	\$292	\$5,708	\$1,000	\$0	\$1,000	\$7,000	\$292	4%	\$6,708
Communication Costs	\$4,000	\$574	\$3,426	\$0	\$0	\$0	\$4,000	\$574	14%	\$3,426
Computer Services & Supplies	\$26,500	\$0	\$26,500	\$0	\$0	\$0	\$26,500	\$0	0%	\$26,500
Employee Development, Memberships & Subscriptions	\$7,500	\$190	\$7,310	\$21,500	\$3,675	\$17,825	\$29,000	\$3,865	13%	\$25,135
Employee Travel Costs	\$25,000	\$0	\$25,000	\$0	\$0	\$0	\$25,000	\$0	0%	\$25,000
Contracts, Events, & Other Council Activities	\$528,500	\$10,372	\$518,129	\$24,300	\$0	\$24,300	\$552,800	\$10,372	2%	\$542,429
Rentals & Operating Leases	\$8,500	\$633	\$7,867	\$0	\$0	\$0	\$8,500	\$633	7%	\$7,867
OPERATING	\$606,000	\$12,060	\$593,940	\$46,800	\$3,675	\$43,125	\$652,800	\$15,735	2%	\$637,065
Grand Total	\$1,001,300	\$69,747	\$931,553	\$143,500	\$18,712	\$124,788	\$1,144,800	\$88,459	8%	\$1,056,341

STATE EXPENDITURE CATEGORY	TOTAL BEGINNING BUDGET	TOTAL YTD Spent	TOTAL ENDING BALANCE
TRUSTEE AND BENEFITS (Spending Authority for Grant Reimbursements)	\$11,750,000	\$82,775	\$11,667,225

WDTF Financial Summary - August 31, 2020		
WDTF Cash Balance 8-1-20		\$14,406,576
Revenue		\$735,854
Interest		\$8,536
Payments		\$76,432
WDTF Cash Balance 8-31-20		\$15,074,534
Obligated Employer Grants		\$1,715,636
Obligated Industry Sector Grants		\$2,882,980
Obligated Innovation Grants		\$175,372
*Obligated Outreach Projects & Allocated Budget		\$721,066
Short Term Financial Assistance Program		\$2,000,000
FY 20 WDTF Admin Costs		\$931,553
WDTF Obligated Balance		\$8,426,606
Unobligated Balance		\$6,647,927
Proposals Under Review		\$25,000
Unobligated Balance if all funded		\$6,622,927

*Includes all Outreach funding made available for the Committee to allocate for FY21.

WDTF FY20 Revenue	Transfer In	Interest	Collection Cost
July	\$288,860	\$9,995	
August	\$735,854	\$8,536	
September			
October			
November			
December			
January			
February			
March			
April			
May			
June			
FY20 Totals	\$1,024,714	\$18,530	\$0

Ms. Secrist submitted a request for additional spending authority for the USDOL Youth Apprenticeship Grant and a limited service Full Time Employee (FTE) for a Youth Apprenticeship Grant project manager position in the FY22 budget request.

Talent Pipeline Management (TPM)

Thirty individuals are going through the Talent Pipeline Management (TPM) Training. Two of the three trainings are complete. TPM will finish in December. Ms. Secrist is asking the US Chamber to come to Idaho to work with regional groups since the trainings have been shifted to virtual trainings. TPM is going to build on existing Technical Advisory Committees and other groups by providing a statewide framework. TPM managers are being provided a database to utilize when working with employers (to create surveys, collaborate, etc.).

Based on the needs of Eastern Idaho around projected nuclear construction projects, the WDC has been working with IDOL and INL to conduct a survey to understand the skills needs of employers and employment projections. In 2024, if all projects are approved and starting on time, up to 5,000 construction workers will be needed at the sites. Project owners anticipate that 60% of the workers will come from out of state. It is important to ensure that Idahoans have access to these jobs and a training/education committee is being led by Senator Lent and Shayne Eyre from INL.

Youth Apprenticeship Grant

Ms. Secrist reviewed the Youth Apprenticeship Grant map. Please see attached packet.

Currently there is \$6 million in USDOL funding for apprenticeships in Idaho across IDOL, CTE and WDC. It is important to ensure all the grants are being coordinated so employers are not being overwhelmed with multiple entities coming to them offering help with apprenticeships. Gaps need to be identified early in the process since there is such a large amount of funding going towards apprenticeships. Efforts are being made to ensure that after the \$6 million in funding is gone, the apprenticeship activities do not stop.

WIOA Youth Recaptured Funds

Ms. Secrist asked the Council to reference the PY19 WIOA Recapture Options for Youth in their packet. Please see council packet.

The WDC recaptured PY19 funds from all 3 programs (Adult and Dislocated Workers and Youth) and applied them to PY20 set-asides and SDA carry-in as directed. At the end of the process, there were no funds left in the Adult and Dislocated Worker programs, but the Youth program had just over \$455,000 left in unspent funds. The WDC has until June 30, 2021 to fully spend, not just obligate, the funds. If the funds are not spent, the funds will be returned to the Administrative Entity (Idaho Department of Labor (IDOL)) and they will then have one year to spend the funds. If IDOL is unable to spend the funds, the funds will be returned to USDOL. If the WDC can keep the amount of recaptured funds to a minimum and keep the service providers on track, the WDC will not see as much carryover in future program years.

The Executive Committee asked the WDC staff to make changes to the “Conduct research on the population to better identify how to reach them and what their needs are” and “Marketing/Recruitment” sections of the proposal. The Executive Committee would like to see central statewide coordination but have the regional institutions involved in the research. A new proposal will be presented to the Executive Committee.

Discussion:

It is frustrating that the funds cannot be used to access students through parole officers or before the student drops out of the education system.

- The Council can revisit the decision to use 100% of the funding for out-of-school youth. It will be added to the January council meeting agenda.
- One of the reasons the WDC has focused funding on out of school youth is because the WIOA funding amount is small. Some of the regions would not have much funding to support in school youth if the WIOA funds were split between the programs. It is important to look at each region and their allocation to see if it would make an impact.

Other Grants

The WDC, in partnership with some of Idaho’s universities, applied for a grant from the US Department of Education to do a reimagine workforce preparation project. Idaho was not one of the awardees.

The WDC is collaborating with the Idaho Tech Council on an application for a USDOL grant for the H1-B One program. The grant is targeted towards information technology, advanced manufacturing, and transportation. The grant request would be up to \$10 million over 4-years.

Strategic Plan Work Group Update

One to two members of each committee were nominated to participate in a strategic plan work group. This group was assigned to look at the WDC strategic plan, determine the current status of each strategic plan objective, evaluate if modifications need to be made to the plan, etc. When trying to move forward on the strategic planning objectives the group became stuck on the more basic question of how does the Council tie together all its initiatives. Strategies 360 did some work with the committee to help articulate the Council's story.

Strategies 360 (S360) provided an update on the communications work. Please see attached presentation.

S360 is developing a messaging framework for the WDC. This is to create a story of who the WDC is, what the WDC does, and the WDC's projects. The messaging will build an elevator pitch, things to reflect the coordinated efforts of the WDC, etc. The point of the framework is to give the WDC's partners the tools to make the WDC's message consistent and clear. The strategic plan work group did not know how to articulate what the WDC does and how the WDC's efforts are working together. The first several strategic planning meetings became unproductive because it was impossible to be strategic when the group could not articulate the work of the WDC. Articulating the projects of the WDC is going to drive the next steps and goals of the Council.

Discussion:

If the Council wants to know if they are going in the right direction strategically, then the Council should go back to the Governor and ask for guidance.

- The Governor's goals set for the Council are strong and clear. The Governor looks at the Council from a high level. The messaging is for internal goals and objectives set by the Council.
- Members requested Ms. Secrist check-in with the Governor to see if S360's work is the most efficient use of WDC funds.
- Other Council members feel the work S360 is doing is important and will be helpful to them.
- It is important for the Council to work on external messaging. The projects of the Council are complex and detailed that it can be hard to explain to the public. The public needs a short and concise message from the Council.

Break: 10:45 a.m. – 11:00 a.m.

****Outreach Committee Proposal for Regional Resources***

Mr. Young reviewed the Regional Outreach Support Program proposal. Please see attached document.

A year ago, the Council started talking about how to communicate Council initiatives throughout the state. The challenge is that the Outreach Committee is comprised of volunteers who have other jobs outside of the Council. The Committee recognized the need to broaden the regional support for WDC Outreach.

Discussion:

Did the Committee look at utilizing existing resources throughout the state? There are numerous agencies that already have regional offices and resources. It may be more cost effective than hiring individuals in each region.

- The Outreach Committee made a point to ensure that efforts are not being duplicated at any state or private entity. The point of the RFP is for entities to evaluate if they have an individual with the capacity to take on the regional outreach work. The RFP will be sent to both public and private sector entities.
- Why is the timeline three years?
 - To ensure the program is fully successful. By year three, the regional liaisons should be running at full steam.
- There is a large unobligated balance in the fund, and this would be an appropriate use of some of the funds. There are areas of Idaho that are not utilizing employer and industry sector grants.

Is this augmenting the role of existing employees for the entity applying for the RFP or would new roles be created?

- If the Council approves the proposal, the Outreach Committee will work on creating a detailed RFP. The position will look different according to each region's needs. The position may be part time in smaller regions.

Will this be one-time or ongoing funding?

- If the metrics show the positions are making an impact and the funds are being invested wisely, then the funding may be an ongoing expense. The Committee will take a good look at the metrics after 2-years. The hope is that after the word gets out about the WDC, the positions will not be needed anymore.

Ms. Meuleman expressed concerns with the proposal and would like time to discuss it with Ms. Solace, Mr. Young, and Mr. Secrist further. No action will be taken on the item today.

Idaho Rebounds – Return to Work Bonuses

Idaho employers are struggling to find people to return to work since the COVID-19 stay-at-home order was lifted. Employees found they are receiving more money through unemployment than working a full-time job. The \$600/week additional COVID unemployment benefits were scheduled to expire at the end of July 2020. Governor Little requested that the WDC partner with his office and the Tax Commission to provide a Return-to-Work Bonus Program to address this issue. The \$1,500 Return to Work bonuses would encourage workers to apply for jobs and return to work prior to the expiration of additional unemployment benefits.

Mr. Bernasconi provided an update on the Idaho Rebounds – Return to Work Bonuses. Please see attached slides.

The program was a success, and many employers were able to utilize it.

Idaho LAUNCH Update

A survey was sent to Idaho employers about their workforce training needs. The first set of results came back with 845 employer responses. 11 distinct industries were represented in the data. The data showed 4 out of 5 employers have tried to hire employees since the beginning of the COVID-19 pandemic. 3 out of 4 employers said the COVID-19 pandemic has had a negative impact on their business operations. Healthcare, Tech, and Transportation are the industries hiring the most.

Ms. Secrist and Ms. Solace shared an update on the Idaho LAUNCH program and results from the Employer Survey. Please see attached slides.

Ms. Solace shared the new Idaho Launch site. <https://idaholaunch.com/>.

Discussion:

How will the Council communicate to Idahoans about this site? What tools are going to be available to WDC partners?

- Through a traditional/digital paid and un-paid media campaign, and through referrals from agency partners.

It would be useful to have a wallet size asset that can be handed out to people that will link them back to the site and other resources. This could be resourceful for parents and grandparents.

- The only website that would need to be listed would be Next Steps. This is the site where individuals can access anything, including Idaho Launch.

Workforce Development Training Fund Grant Updates

Mr. Thomsen briefly reviewed the Industry Sector Grant program. Please see attached presentation.

Ms. Linder shared an update on CSI's TeachForward industry sector grant. Please see attached presentation.

Mr. Woo shared an update on BSU's Cybersecurity industry sector grant. Please see attached presentation.

Ms. Isakson shared an update on NIC's Health Career Pathway Industry Sector grant. Please see attached presentation.

What is the cost of the NIC and BSU program?

- For the NIC it is usually about \$6,000 per student.

- For BSU it is \$350 per credit hour. They are building a sustainable funding model so no future outside funding is needed for the program.

Chair's Closing Remarks

Ms. Hoehne thanked the Council for their input and thoughts.

Ms. Nielebeck will be sending out a survey on the technology logistics of the meeting.

The 2021 meeting dates were sent out. Ms. Nielebeck will send out calendar invites for these meetings.

Motion by Mr. Evans to adjourn. Second by Mr. McCray. Motion carried.

Adjourned at 1:11 PM